

Alton James  
Chairperson  
Lauren Hood  
Vice Chair/Secretary  
Marcell R. Todd Jr.  
Director

**City of Detroit**  
**CITY PLANNING COMMISSION**  
208 Coleman A. Young Municipal Center  
Detroit, Michigan 48226  
Phone: (313) 224-6225 Fax: (313) 224-4336  
e-mail: [cpc@detroitmi.gov](mailto:cpc@detroitmi.gov)

Brenda Goss Andrews  
Damion W. Ellis  
David Esparza, AIA, LEED  
Gregory Pawlowski  
Frederick E. Russell, Jr.  
Angy Webb

## **NOTICE OF PUBLIC DISCUSSION**

A public discussion for informational purposes will be held by the City Planning Commission in the Erma L. Henderson Auditorium, 13<sup>th</sup> floor of the Coleman A. Young Municipal Center, 2 Woodward Avenue, Detroit, Michigan 48226 on

**THURSDAY, NOVEMBER 21, 2019 AT 6:20 PM**

with respect to a proposed ordinance to amend Chapter 4 of the 2019 Detroit City Code, *Advertising and Signs*, relative to signs.

This amendment to Chapter 4 of the City Code provides the substantive provisions relative definitions, procedures, and regulations for signs that are proposed to be removed from Chapter 50 of the 2019 Detroit City Code, *Zoning*, as part of the text amendment, which is the subject of the November 21<sup>st</sup>, 5:15 PM statutory public hearing. **This discussion will be held concurrently with the 5:15 public hearing.**

Most significantly, this Chapter 4 amendment:

- would bring two major sign classifications—on-premises business signs and off-premises advertising signs—into one chapter of the Detroit City Code outside of Zoning;
- would newly allow the display of 60 advertising signs in the Central Business District (CBD) subject to duration and dimensional limitations (35 super advertising signs, 25 local advertising signs);
- would establish unique standards for a newly created entertainment district within the CBD;
- would subject advertising signs that are currently nonconforming to amortization and required to compliance with Chapter 4 standards by the year 2030.

Other major features of the Chapter 4 amendment include the following:

- The permissibility and dimensional specifications for the several sign types will be based on sign district classifications that build on the Master Plan's future general land use classification for a specific property rather than on a zoning district or overlay classification. The sign districts and their underlying Master Plan designations are:
  - Low-density residential sign district includes land classified for low-density residential (RL) or low/medium-density residential (RLM).

- Low-density commercial/institutional sign district includes land classified for mixed-town center (MTC), institutional (INST), thoroughfare commercial (CT), retail center (CRC), or mixed residential-industrial (MRI).
  - High-density residential/mixed use sign district includes land classified for medium-density residential (RM), high-density residential (RH), neighborhood commercial (CN), or mixed residential-commercial (MRC).
  - High-density commercial/industrial sign district includes land classified for major commercial (CM), special commercial (CS), light industrial (IL), general industrial (IG), distribution/port industrial (IDP), or airport (AP) and the entire Central Business District (CBD) regardless of Master Plan designation.
- The “purpose” statement for sign regulation is expanded to be more appropriate to the times and the city’s size.
  - Painted wall graphics will be generally favored over other wall signs.
  - Monument signs are generally favored over pole signs. Provisions related to obsolete, vacant, neglected and abandoned signs are broadened and clearly stated.
  - Dynamic/digital signage is specifically regulated in a comprehensive manner.
  - Portable signs in the right-of-way are newly permitted.
  - Landscaping will be required rather than allowing placement of a ground advertising sign (billboard) on a vacant lot.
  - Adjustments to sign specifications and limitations would be considered by the Director of the Planning and Development Department rather than by the Board of Zoning Appeals.
  - Appeals of administrative determinations and rulings adverse to the applicant resulting from public hearings would be heard by the Department of Administrative Hearings rather than by the Board of Zoning Appeals; appeals from parties other than the applicant would no longer be considered.
  - Advertising signs outside of the Central Business District would newly be permitted in areas where previously prohibited such as within the Grand Boulevard Overlay Area, along Gateway Radial Thoroughfare overlay areas, and on land zoned R1, R2, R3, R4, R5, R6, B1, SD1, SD2, SD4, PC and PCA, in the Low-Density Commercial/Institutional sign district and High-density residential/mixed use sign district where compliant with setback and spacing specifications.

Comments for the public discussion are invited. You may present your views on this proposal by attending this hearing, by authorizing others to represent you, or by writing to this office prior to the hearing, 2 Woodward Avenue, Room 208, Detroit, Michigan 48226 (FAX: 313-224-4336).